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Broadcasting Dec4

Vol. 117 No. 23

CBS down, LeMasters out...

Failing to improve network's prime time performance, Kim LeMasters, president, CBS Entertainment, resigns. **PAGE 35.**

Have signal, will pay...

National Association of Broadcasters proposes new deal for cable: must carry and payment for local signal carriage. **PAGE 35.**

Local angle...

BROADCASTING's annual survey of TV stations and cable systems

KRON-TV San Francisco's Lynne Joiner in Armenia

nationwide showcases diversity and reach of local TV news. **PAGE 46.**

38/ **SEVENTH HEAVEN**
NBC continues to dominate broadcast network sweeps race, winning its seventh consecutive contest.

38/ **TOP OF TALK**
King World's *Oprah Winfrey Show* continues to dominate afternoon talk show genre, as *Geraldo* seeks new look.

39/ **NEWS COMPETITOR**
New Conus and Viacom joint venture, All News Channel, debuts, offering half-hour newscasts all day.

40/ **HOLDING ON TO NBA**
Turner Network Television signs new four-year, $275 million deal to keep NBA games on TNT through 1993-94 season.

42/ **FCC REFLECTION**
FCC Chairman Alfred Sikes, reflecting on his first three months in office, says his goal is to "rely on consumer choice."

83/ **FAIRNESS DOCTRINE REVIEW**
Question of whether doctrine will be restored becomes one for Supreme Court.

87/ **CABLE'S NEXT DECADE**
Cable industry looks ahead to 1990's as it heads for Western Cable Show.

91/ **BEHIND SCHEDULE**
Testing schedule for proposed HDTV transmission systems set by FCC ATS advisory committee is stalled.

96/ **TALK TEST**
Multimedia Entertainment plans test run of its newest first-run talk project, *Private*

Affairs, with host Cindi Rinehart (above). National rollout is targeted for fall 1990.

96/ **DOSE OF REALITY**
NBC News veteran John Palmer joins King World Productions as anchor for new reality strip, *Only Yesterday*.

98/ **NPR NICHE**
In effort to find "new approaches and cultural exposures," National Public Radio prepares to launch *Afropop Worldwide* in its national satellite feed schedule.

101/ **GETTING TO KNOW ITU**
New secretary general of International Telecommunication Union, in first U.S. visit, preaches importance of international telecommunications as pathway to peace.

101/ **BEYOND THE WALL**
PanAmSat seeks permission to provide satellite service behind not-so-Iron Curtain.

107/ **CONTINUING THE FIGHT**
RTNDA President David Bartlett says industry is not working hard enough in fight for First Amendment rights.

127/ **UPWARD SPIRAL**
Dick Ebersol, president, NBC Sports, and senior vice president, NBC News, has spent his career succeeding at his latest challenge.

EDITOR'S NOTE:
The regular monthly feature "Where Things Stand" will appear next week.

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BY THE NUMBERS 1

NBC's *Baywatch* (at right) was dubbed by an NW Ayer study of the 1989-90 season as an "action adventure in bathing suits" which "may easily be the weakest of NBC's new series." The one-hour show, which airs at 8 on Friday, was expected to provide a good lead-in to *Hardball* nonetheless. *Baywatch* has been generating its best ratings at 8:30-9 on Friday, as has its CBS competition, the one-hour *Snoops*. Along with maintaining second place against CBS, NBC's program has been posting a larger ratings increase in its half hours than has *Snoops*.

A breakout of half-hourly ratings averages for the period of Sept. 18-Nov. 5 shows NBC moving up from a 10.1/19 rating/share at 8 to an 11.7/21 at 8:30. CBS increased its ratings average from an 8.6/16 to a 9.5/17 for the same period. ABC, which has won eight of this season's 10 Friday nights, has averaged a 1.7/4 decrease in its half-hour ratings at 8 and 8:30, while still maintaining a com-

"By the Numbers" continues on page 16

RATINGS ROUNDUP

Week 10 □ Nov. 20–Nov. 26

Rank/rating		Network	Show
1	23.6/35	A	*Roseanne*
2	▲ 21.0/33	A	*Wonder Years*
3	▲ 21.5/33	C	*60 Minutes*
4	▲ 20.5/32	A	*Who's the Boss?*
5	20.4/34	N	*Golden Girls*
6	▲ 20.0/34	N	*Empty Nest*
6	▲ 20.0/28	C	*Murder, She Wrote*
8	■ 17.8/27	A	*Coach*
9	17.7/25	A	*Funniest Home Videos*
9	▲ 17.7/30	A	*Monday Night Football*
11	▲ 16.8/29	N	*Unsolved Mysteries*
12	▼ 16.5/31	N	*Cheers*
13	▼ 16.4/33	N	*Cosby Show*
14	▲ 16.3/25	A	*ABC Sunday Movie*
14	▲ 16.3/25	N	*Matlock*
16	▲ 16.1/27	N	*Amen*
16	▼ 16.1/31	N	*L.A. Law*
18	▼ 15.8/24	N	*In the Heat of the Night*
19	▼ 15.7/24	N	*NBC Sunday Movie*
20	▲ 15.6/24	C	*Designing Women*
21	▼ 15.3/29	N	*Different World*
21	▲ 15.3/23	C	*Murphy Brown*
23	▼ 15.0/28	N	*Hunter*
24	▼ 14.9/28	N	*Dear John*
25	14.6/22	C	*50 Years of Television, special*
26	▲ 14.4/24	N	*Midnight Caller*
27	▼ 14.3/22	N	*Hogan Family*
28	▲ 14.2/23	C	*Newhart*
29	▼ 13.9/22	N	*ALF*
30	▼ 13.8/22	N	*NBC Monday Movie*
31	▼ 13.5/24	A	*Full House*
32	13.2/24	C	*Circus of the Stars*
33	▼ 12.8/22	A	*Growing Pains*
34	▲ 12.5/20	C	*Major Dad*
34	12.5/21	A	*thirtysomething*
34	▲ 12.5/22	N	*227*
37	▼ 12.3/21	A	*Head of the Class*
38	▲ 12.1/21	A	*Perfect Strangers*
39	▲ 12.0/20	A	*MacGyver*
40	11.7/18	C	*CBS Tuesday Movie*
41	11.6/23	A	*20/20*
42	▲ 11.5/20	A	*Just the Ten of Us*
42	▼ 11.5/20	N	*Night Court*
44	11.3/19	C	*Bugs Bunny Thanksgiving*
44	▼ 11.3/20	A	*Family Matters*
44	▼ 11.3/19	F	*Married...With Children*
47	▼ 11.1/19	A	*Doogie Howser, M.D.*
48	▼ 10.9/19	N	*My Two Dads, Wed.*
49	10.7/19	C	*Garfield's Thanksgiving*
50	▲ 10.6/16	C	*Famous Teddy Z*
51	10.6/19	N	*Baywatch*
51	▼ 10.5/20	A	*China Beach*
53	▲ 10.5/19	C	*Doctor, Doctor*
54	▼ 10.4/16	A	*Anything But Love*
54	10.4/18	N	*Hardball*
54	▲ 10.4/20	N	*Quantum Leap*
57	▲ 10.3/16	A	*Life Goes On*
58	10.1/20	N	*Mancuso, FBI*
59	▲ 10.0/18	A	*ABC Mystery Movie*
60	▼ 9.8/14	F	*America's Most Wanted*
61	▼ 9.0/14	N	*Magical World of Disney*
62	8.7/15	C	*Ice Stars Hollywood, special*
63	8.5/16	C	*CBS Thursday Movie*
63	▲ 8.5/12	F	*Totally Hidden Video*
65	▼ 8.2/12	N	*My Two Dads, Sun.*
66	8.1/16	C	*Charlie Brown Thanksgiving*
66	▲ 8.1/15	C	*Sat. Night with Connie Chung*
68	▲ 8.0/14	A	*Mr. Belvedere*
69	▼ 7.9/15	A	*Young Riders*
70	▲ 7.8/14	F	*Cops*
71	7.6/14	C	*Grammy's Living Legends*
72	▼ 7.4/11	N	*Sister Kate*
73	▲ 7.3/12	A	*Living Dolls*
74	▼ 7.2/14	A	*Mission: Impossible*
75	▼ 7.1/10	F	*Open House*
76	6.5/10	F	*Booker*
77	▼ 6.4/10	F	*21 Jump Street*
78	▼ 6.2/12	A	*PrimeTime Live*
79	▲ 6.2/10	F	*Reporters*
80	▲ 6.0/9	F	*Alien Nation*
81	▲ 4.2/6	F	*Tracey Ullman Show*
82	▲ 4.0/7	F	*Beyond Tomorrow*
83	▲ 3.2/5	S	*Garry Shandling's Show*

Guide to symbols: ▼ Down from last week ▲ Up from last week

Source: Nielsen Media Research ■ Premiere broadcast

FREEZE FRAMES: Current network standings as of Week 10, Nov. 20–Nov. 26

Network averages			Demographic ratings				Season to date	
Prime time		Evening news		ABC	CBS	NBC	1989–90	1988–89
NBC:	13.8 23.3	ABC: 10.0 20	Viewers 2	8.5	7.9	9.1	NBC: 15.0 25	NBC: 16.3 27
ABC:	12.9 21.7	CBS: 10.0 20	Women 18-49	9.2	6.7	9.4	ABC: 13.5 23	ABC: 13.3 22
CBS:	12.3 20.6	NBC: 9.3 19	Men 18-49	7.8	6.0	7.4	CBS: 12.4 21	CBS: 12.0 20

Summary of Broadcasting & Cable

BROADCASTING

SERVICE	ON AIR	CPs [1]	TOTAL *
Commercial AM	4,966	257	5,223
Commercial FM	4,261	779	5,040
Educational FM	1,416	261	1,677
■ Total Radio	10,631	1,297	11,928
Commercial VHF TV	548	21	569
Commercial UHF TV	540	189	730
Educational VHF TV	123	5	128
Educational UHF TV	225	23	248
■ Total TV	1,436	248	1,684
VHF LPTV	309	205	505
UHF LPTV	324	1,508	1,832
■ Total LPTV	633	1,713	2,337
FM translators	1,787	310	2,097
VHF translators	2,717	122	2,839
UHF translators	2,176	427	2,603

CABLE†

Total subscribers	50,697,000
Homes passed	73,900,000
Total systems	9,500
Household penetration†	55.4%
Pay cable penetration	29.4%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 90.4 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.

"By the Numbers" continues from page 12

fortable winning margin against the competition. The network's *Full House* averaged a 15.3/29 during the period, but *Family Matters* averaged a 13.6/25.

As of Week 10, *Baywatch* had a 10.9/20 season-to-date average for the full hour and *Snoops* had an 8.9/16. *Full House*'s average is a 15.0/28 and *Family Matters* is a 13.4/25.

Thanksgiving fell on Thursday of Week 10, giving NBC its lowest winning average for the night this season, a 15.9/30.5. CBS and ABC both posted their lowest averages for the night, too, an 8.4/14 and a 7.1/13.7, respectively. The week went to NBC (see "Freeze Frames" on page 16). Together, the big three posted a 39.0/65.5 and delivered 35.92 million households. Household delivery tends to slump during this part of the season and to pick up steam again around Week 15.

In the evening news race, ABC tied with CBS for first place when both networks posted a 10.0/20. This was ABC's eighth consecutive week in first place, that network's longest streak since April 3-June 4 of this year.

MarketScope

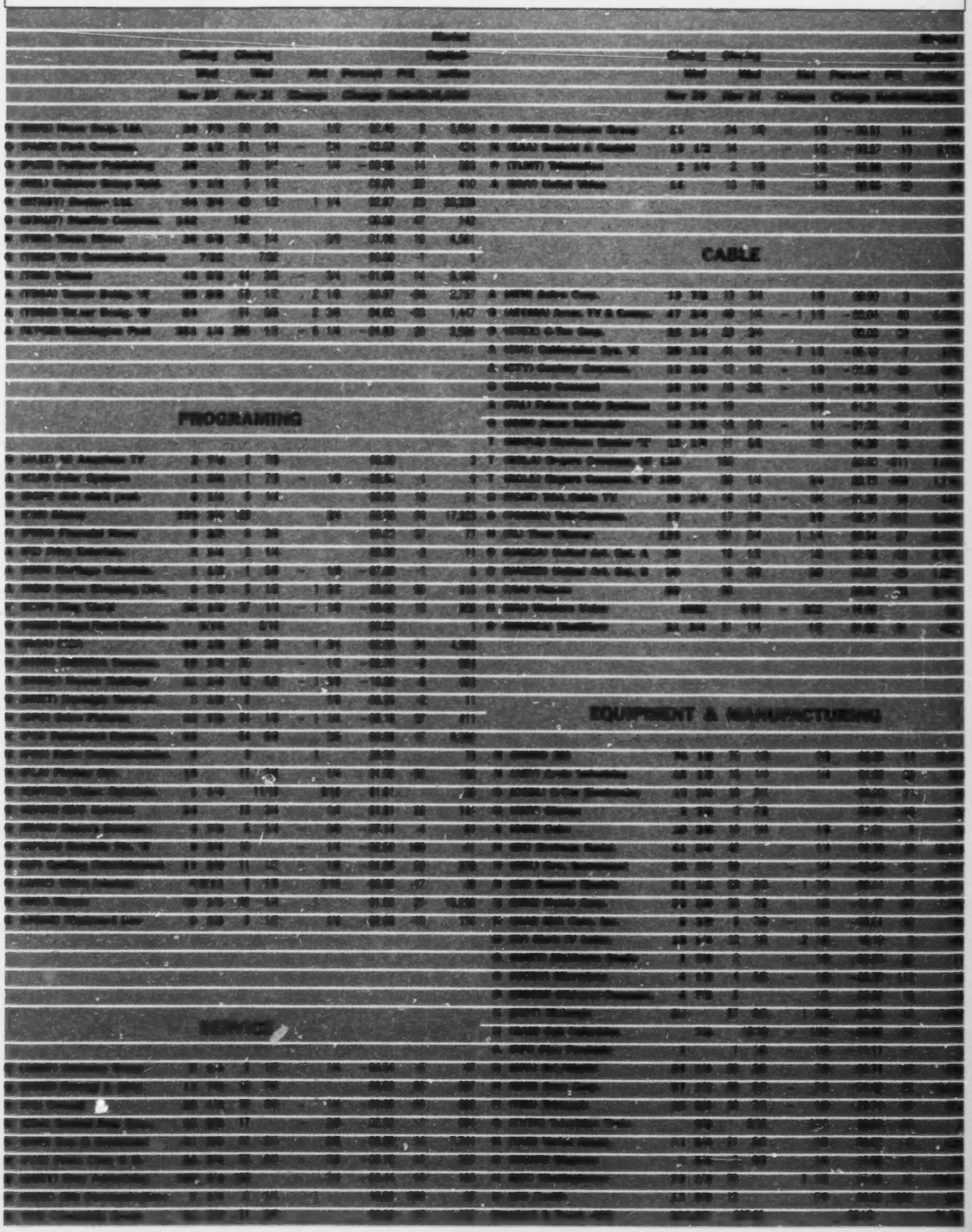
The S&P Industrials moved up 5.02 points during the period Nov. 21 to Nov. 29 to close at 392.67. For the same period, the 127 stocks tracked on the Stock Index posted 53 advances and a like number of declines. Twenty-one stocks were unchanged during the period. Broadcasting with Other Major Interests posted the most advances, 16, with eight declines. Stauffer Communications gained the most during the period, 4, to close at 146. Westinghouse followed suit by gaining 3½ and closing at 73½. Capcities lost the most, 7, and closed at 533. The Washington *Post* lost 5¼ and closed at 281¼. CBS lost 3½, closing at 196⅝. McCaw Cellular recently upped its offer for 22.5 million of LIN Broadcasting's stock to $150 per share. LIN shot up about 5 points on Nov. 20 to close at 120. As of midday Thursday last week, LIN was trading at 119⅝.

Stock Index Notes: T-Toronto, A-American, N-NYSE, O-NASDAQ. Bid prices and common A stock used unless otherwise noted. P-E ratios are based on earnings per share for the previous 12 months as published by Standard & Poor's or as obtained by Broadcasting's own research.

STOCK INDEX 1

	Closing Wed Nov 8	Closing Wed Nov 1	Net Change	Percent Change	P/E Ratio	Market Capitalization ($000)
BROADCASTING						
BROADCASTING WITH OTHER MAJOR INTERESTS						

STOCK INDEX 2



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Feb. 1—Deadline for entries in National Media Awards, sponsored by *Retirement Research Foundation*, for "outstanding films, videotapes and TV programs for and about aging or aged people and to encourage excellence in media productions on issues related to aging." Information: (312) 427-5446.

Feb. 6-7—*Arizona Cable Television Association* annual meeting. Hyatt Regency, Phoenix.

Feb. 8-10—*Louisiana Association of Broadcasters* annual convention. Lafayette Hilton, Lafayette, La. Information: (504) 383-7486.

Feb. 9—*International Radio and Television Society* newsmaker luncheon. Waldorf-Astoria, New York. Information: (212) 867-6650.

Feb. 11-16—12th International Film, Television and Video Market. Loews hotel, Monte Carlo, Monaco.

■ **Feb. 12**—Deadline for entries in The Livingston Awards for Young Journalists, sponsored by *Mollie Parnis Livingston Foundation* of University of Michigan for "best 1989 print or broadcast coverage of local, national and international news by journalists aged 34 and younger in any U.S. medium." Information: (313) 764-2424.

Feb. 12-13—*National Academy of Television Arts and Sciences* trustees meeting. Marriott-Marquis hotel, New York.

Feb. 13—*Federal Communications Bar Association* luncheon. Speaker: FCC Commissioner Sherrie Marshall. Washington Marriott, Washington.

Feb. 13-14—Television Advertising Workshop, sponsored by *Association of National Advertisers*. Panelists include Thomas Murphy, Capcities/ABC; Laurence Tisch, CBS, and Robert Wright, NBC. Luncheon speaker: Connie Chung, CBS.

"Datebook" continues on page 110.

Open Mike

Good grade

EDITOR: Has BROADCASTING developed a new editorial writer? If so, give him an "A" for his strong, well-reasoned "A candidate for content control" in your Nov. 27 issue. If the writer is merely an old hand finally coming to grips with some of broadcasting's political realities, give him an "A+."—*Lincoln Diamant, president, Spots Alive Consultants Inc., New York.*

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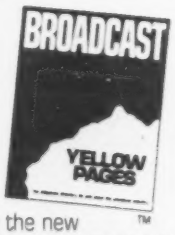

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Weighing in

EDITOR: The Nov. 6 issue of BROADCASTING carried an article ("Video news release gets international exposure") about a VNR on Colombian President Virgilio Barco's address to the American people.

The article quoted the distributor of the VNR, Medialink, extensively and identified Medialink "as the nation's largest distributor of VNR's and other video public relations material."

I would like to point out that earlier this year a well-respected public relations publication [*O'Dwyer's PR Services*] conducted an independent study to rank the largest VNR distributors. The ranking was based upon audited financial data. West Glen was ranked the "largest." I am completely unaware of any other similar independent study that would have ranked Medialink as the largest.—*Stanley S. Zeitlin, president, West Glen Communications, New York.*

Editor's note: *Medialink based its claim of "largest" on a survey from* Public Relations Journal *that ranked VNR firms by the number of releases distributed in a year.*

The original

EDITOR: An error in the July 24 BROADCASTING has belatedly come to my attention.

In your article concerning the expansion of the regional approach to local Emmy awards, it was indicated that the regional concept had been originated by the Denver and Boston chapters of NATAS. In fact, the Rocky Mountain Emmy Awards originated with the Arizona chapter based in Phoenix. Denver, which until the mid-1980's had no chapter, was invited and did participate in the Arizona chapter program until they initiated their own chapter and competition in 1987.

The 13th annual Rocky Mountain Emmy Awards ceremony will be held next June in Phoenix with participants from seven western states stretching from the Mexican to the Canadian borders.—*David A. Howell Jr., president, National Academy of Television Arts and Sciences, Arizona chapter, Phoenix.*

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